

WFLA - Tampa

Issue Inquiry Form

To: Station Political File
cc: Station Political Specialist

Date: 10/17/2012

Account Executive: Matt Oestreich Office: WFLA
Name of Issue: Defend Justice from Politics
City, Station Municipality: Tampa, Florida
Inquiry Made By: Heather Ashworth
Agency / Organization: Fat Free Media
Address: 522 S. Hunt Club Blvd. #341
Apopka, FL 32703
Telephone: 407-786-8669 Fax: 407-786-8668

Issue Advertiser: Defend Justice from Politics
Address: _____
Telephone: _____ Fax: _____

Committee Members...
Board Member: Elizabeth Hernandez Other: Stanley Tate
Commercial Length: :30 Other: Rosalyn Sia Baker-Barns

Programs / Dayparts Requested: All

Station Offer: Same

Station Political Disclosure Statement: YES
Submitted to: Heather Ashworth Date: 10/17/12
Stations Requested: _____



Morgan - Defend Justice Buy Order

JM112102502

9/19/12

Revision #: Date: 10/19/2012

Client: Morgan & Morgan
Media: TV
Product: Legal
Market: Tampa-St. Petersburg
Primary Demo: Adults 35+
Separation between spots: 20

Estimate: 960
Description: Defend Justice In-Kind
Flight Start Date: 10/29/2012 05:00 AM
Flight End Date: 11/4/2012 04:59 AM
Survey: Sep12 DMA Nielsen Live+SD

Vendor: WFLA-TV
200 South Parker Street
Tampa, FL 33606
Contact: Jenny Mahlike
E-Mail: jmahlike@wfla.com
Phone: 813-228-8888
Fax: 813-275-8876

Send Billing To: Fat Free Media
380 S. State Road 434
Suite 1004-313
Altamonte Springs, FL 32714
Phone: 407-786-8669
Fax: 407-786-8668

Affiliation: NBC

Estimate Comments: This must be written under a separate estimate but will be billed to Morgan & Morgan via Fat Free Media, Inc. This contract is for issue advertising and all follows any/all guidelines for political advertising.

Daypart Program	STN Gross	Wks Dur	Total Spots
WFLA-TV			
✓MTuWThF 10:00a-10:30a NWSCH8 AT 10AM<	\$275.00	30 3	3
✓Sa 12:00p-1:00p SAT NOON NEWS	\$325.00	30 1	1
✓Sa 9:00a-10:00a NWSCH8 SAT-AM	\$600.00	30 1	1
✓Su 12:00p-1:00p SUN NOON NEWS	\$325.00	30 1	1
✓Su 9:00a-10:00a NWSCH8 SUN-AM	\$600.00	30 1	1
✓Su 6:00p-6:30p NEWSCH8-6 SUN	\$1,600.00	30 1	1
✓MTuWThF 9:00a-10:00a TODAY SHW2-NBC<	\$1,050.00	30 2	2
✓Su 8:00a-9:00a SUN TODAY-NBC	\$1,100.00	30 1	1
Sa 6:00p-6:30p NEWS	\$1,500.00	30 1	1
✓Sa 7:00a-9:00a THE TODAY SHOW	\$1,000.00	30 2	2

1 M/A - pym chg



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Daypart Program	STN Gross	Wks Dur	Total Spots
WFLA-TV			
MTWThF 5:30p-6:00p NWSCH8 @5:30P<	\$1,700.00	30 1	1
Total Cost:	\$12,675.00	Total Spots: 15	15

Disclaimer:

Signature: _____

 10-27-12

Fat Free Media
 522 S. Hunt Club Blvd
 #341
 Apopla FL 32703

Defend Justice From Politics/ Issue
 Submission Number 144 Issue 1



WFLA-TV
 P.O. Box 1410
 Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Defend Justice From Politics/ Issue	Submission Cost:	11175	Campaign Ref:	JM112102502
Buyer:		Client/Product/Estimate:	. / .960	Sales Rep:	WFLA Political
Schedule Dates:	10/29/12 to 11/04/12	Weeks:	1	Order Ref:	
Est./PO Number:		Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Product:	Defend Justice From Politics/ Issue	Booking Group:	WFLA	Key Market:	Tampa-St. Petersburg, FL
Demographic:	(L) Household	Order:			

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	Total	Cost
1	M-F 10a News MTWTF..	02	275	30 Comme	Nbr of Spots	3	825
2	Sat 12p NewsS.	01	325	30 Comme	Nbr of Spots	1	325
3	Sat 9a NewsS.	01	600	30 Comme	Nbr of Spots	1	600
4	Sun 12p NewsS	02	325	30 Comme	Nbr of Spots	1	325
5	Sun 9a NewsS	01	600	30 Comme	Nbr of Spots	1	600
6	Sun 6p NewsS	01	1600	30 Comme	Nbr of Spots	1	1600
7	M-F 9a Today Show II MTWTF..	01	1050	30 Comme	Nbr of Spots	2	2100
8	Sun 8a Today ShowS	01	1100	30 Comme	Nbr of Spots	1	1100
Weekly Totals:					Total Spots(Ord Spots)	14	14

Fat Free Media
 522 S. Hunt Club Blvd
 #341
 Apopla FL 32703

Defend Justice From Politics/ Issue
 Submission Number 144 Issue 1



WFLA-TV
 P.O. Box 1410
 Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: Defend Justice From Politics/ Issue	Submission Cost: 11175	Campaign Ref: JM112102502
Buyer: .	Client/Product/Estimate: . / .960	Sales Rep: WFLA Political
Schedule Dates: 10/29/12 to 11/04/12	Weeks: 1	Order Ref:
Est./PO Number:	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/29	Total	Cost
9	Sat 7a Today ShowS.	01	1000	30 Comme	Nbr of Spots	2	2000
10	M-F 530p News MTWTF..	01	1700	30 Comme	Nbr of Spots	1	1700
Weekly Totals: Total Spots(Ord Spots)					14	14	

Grand Totals

Totals		Month 11 Weeks: 4	
Spots	Cost	10/29	
14	11175		

Grand Totals:

Spots:	14
Gross Total:	11,175.00
Commission:	1,676.25
Net Total:	9,498.75

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location: <u>WFLA Tampa</u>	Date: <u>10/22/12</u>
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I, Jenifer Weldon
do hereby request station time concerning the following issue:

Morgan & Morgan in Support of
Defend justice from politics

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	<u>10/29-11/5</u> <u>See attached schedule</u>				

Total Charges: \$12,1075

This broadcast time will be used by: Morgan & Morgan in Support of Defend Justice from Politics

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

☐ Yes
 ☒ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

N/A

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Morgan + Morgan

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☒ a corporation; ☐ a committee; ☐ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least 48 hours before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER

10/22/12 Date [Signature] Signature 407-786-8669 Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☐ Accepted ☐ Accepted in Part ☐ Rejected

Signature Printed Name Title